

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	: Kristin Coit et al	Art Unit	: 3622
Serial No.	: 10/814,102	Examiner	: Daniel Lastra
Filed	: March 31, 2004	Conf. No.	: 5180
Title	: IMPROVING ADVERTISEMENT APPROVAL		

**Mail Stop Amendment**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

REPLY TO ACTION OF SEPTEMBER 24, 2008

**Amendments** to the claims are reflected in the listing of the claims that begin on page 2.

**Remarks** begin on page 9.